

ANZ Salesforce Survey on the Impact of COVID-19 and the Emergence of the New Normal

Presented by Talent Hub, the Salesforce Recruitment Experts

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Impact on work situation



32% of Salesforce professionals have been impacted in their roles by COVID-19 in some way

The most common way that Salesforce professionals have been impacted have been a reduction in both hours and pay, which has impacted **11%**

67% of Salesforce professionals haven't been impacted by COVID-19 in terms of their hours or pay



When surveyed pre-COVID in February 2020, only **5%** of ANZ Salesforce professionals were in between roles/immediately available, and at the time that COVID-19 hit in March 2020, only **1%** were in between roles, indicating that the market had tightened within that period

By May 2020, **9%** are currently in between roles/immediately available, with the vast majority of these now being available due to the crisis



The work situations of Salesforce professionals in NSW have been least affected by the crisis, with **71%** experiencing no change to their hours of work or pay

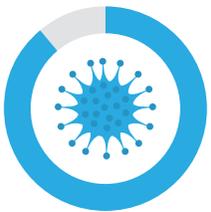
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Technical Architects and Business Analysts are the roles least affected overall from the Salesforce professionals that were asked



The **QLD** market has been more heavily exposed to the crisis than **VIC** and **NSW** overall, due to the smaller market size

Response to COVID-19



89% of Salesforce professionals that were in employment at the start of the COVID crisis feel that their employer's response to the COVID-19 crisis has been satisfactory or better



46% felt that it was very good

The contract market



Pre-COVID, **29%** of Salesforce professionals said that they would prefer a contract role in their next move, and this has dropped as a result of COVID to **16%**



The popularity of contracting has been particularly impacted with **Salesforce Developers** with a drop from **41%** to **21%**

Will this sentiment only be temporary?



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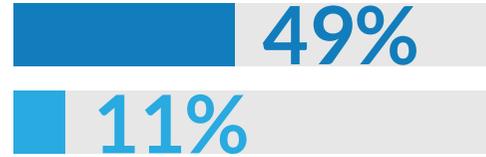
Attracting talent



28% of Salesforce professionals said that **salary/rate** is the most important factor when considering a new role at this point in time, which has increased in significance by 9% in the 3 months between being surveyed, pre and post-COVID



34% of Salesforce professionals had said that the opportunity to work on challenging projects was the number one attraction to their current role before COVID-19, and this has now dropped in importance by 10%



49% of Salesforce professionals are not actively seeking new opportunities at this point in time, and of those who are, only 11% said that there a good level of opportunities currently available in their location, for their skill set

NSW based **Developers** and **Technical Architects** are the groups most comfortable with the level of opportunities available for their skill set, in their location. Of those who have been seeking a role, over half report a good level of relevant roles

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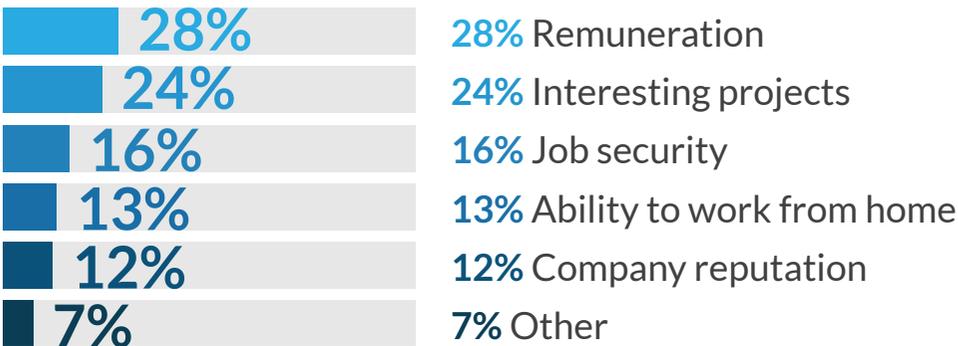


Of those seeking a new opportunity, Salesforce professionals based in Queensland were the largest geographical group to report a lack of current opportunities in their location, for their skill set at **71%**

Will Salesforce professionals begin to look outside of their immediate geographical area for fully or partially remote roles?

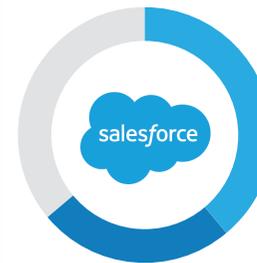


What is most important to a Salesforce job seeker as we move out of the crisis?



39% of Salesforce professionals would consider changing roles right now, if the right opportunity came up

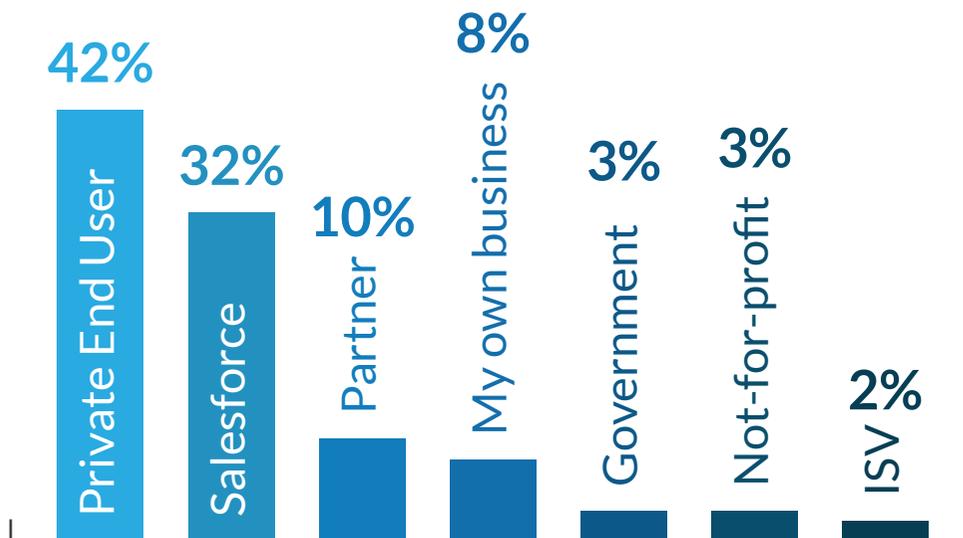
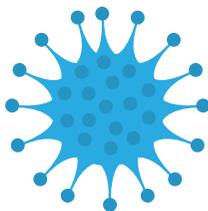
Where do Salesforce professionals now most want to work?



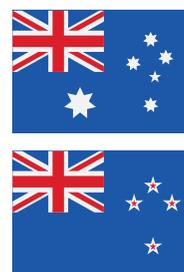
Pre-COVID, **39%** of Salesforce professionals in ANZ that we surveyed, would ideally like to work for Salesforce itself, over any other company, and **25%** would ideally like to work for a private end-user organisation, excluding Salesforce itself

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Post-COVID, private end-user organisations gained popularity, rising to **42%** a few months later



Talent considered without borders



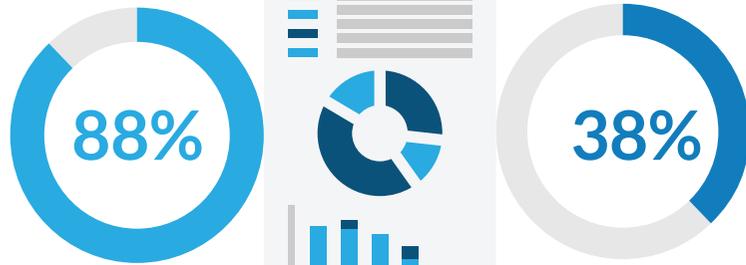
45% of Salesforce managers would consider hiring a fully remote team member, however, **55%** would not. Will we see a shift in mindset as distributed teams become more common?

Virtual onboarding

A greater percentage of Platform Managers than any other Salesforce job family have commenced in a new role during COVID-19, and will have been virtually onboarded



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88% of people who have started a new role during COVID-19 reported being satisfied with the onboarding process, although Salesforce managers reported a room for improvement, 38% only rating the process as adequate rather than excellent

WELCOME

The New Normal



The survey results demonstrated a marked shift in favourability towards remote working, with Salesforce managers and professionals in similar alignment in expectation



Being physically in the office for **1-2 days a week** when we return to usual conditions is now the expectation from both managers **40%** and team members **29%**

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28% of Salesforce professionals said that they expected to be able to **work remotely twice a week**, which means that over half (57%) expect to be **in the office for 3 days a week or less** going forward once the health crisis has passed



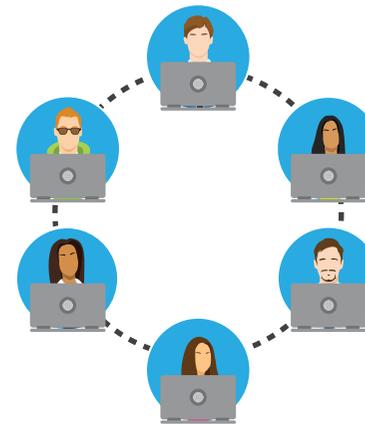
Markedly, pre-COVID, over half of Salesforce managers and their team members were working **remotely** only either infrequently or never

Productivity and challenges



92% of Salesforce managers feel that they have the right technology in place for remote working within their teams

Family commitments were reported to be the biggest challenge reported by **23%** of Salesforce managers for their teams moving to remote working, which is a consideration unique to the temporary situation



Team collaboration was highlighted as being a challenge by **28%** of Salesforce managers

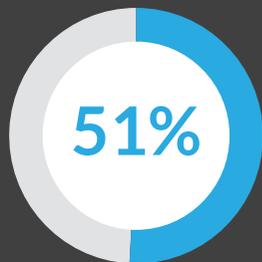
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Underworking was reported by **0%** of Salesforce managers, as being the biggest challenge their team has faced while working remotely



In terms of productivity, **93%** of Salesforce managers feel that their team has been as productive or more productive working from home than when in the office

This is a sentiment echoed by Salesforce professionals, 88% of whom reported feeling **more or equally productive** working from home than when in the office. Over half believe that they are more productive



Overworking was highlighted as being a challenge for **13%** of Salesforce managers to manage with team members, and another **13%** were aware of mental health challenges that their teams were facing



of Salesforce Consulting managers feel that working with customers **hasn't** been a big challenge when their team is remote

Self-development

64% of Salesforce professionals have been focusing on self-development throughout the COVID-19 period by working on Trailhead badges and/or Salesforce certifications



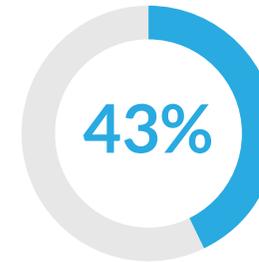
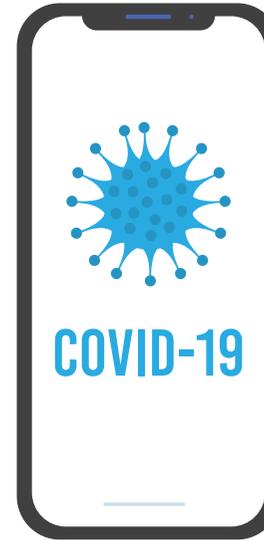
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Salesforce projects



44% of Consulting managers have had their Salesforce project pipeline impacted slightly as a result of COVID-19

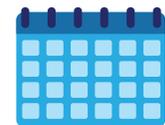
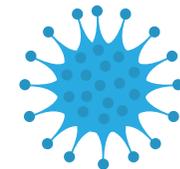
End user managers largely fell into two categories, 27% who have had **all Salesforce projects stopped**, and an equal number whose **projects are all continuing, including new projects**



of Salesforce managers reported delivering Salesforce projects for COVID-19 related initiatives such as tracking employee cases

Confidence in the Salesforce market

Despite **43%** of Salesforce managers being in a hiring freeze currently, **45%** believe that the Salesforce market will return to pre-COVID-19 levels in terms of projects and demand in the next **4-6 months**



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82% of Salesforce managers aren't actively looking to grow their team during the COVID period

72%

of Salesforce professionals believe that the Salesforce market demand will return back to pre-COVID-19 levels in the next **12 months**. Salesforce managers are slightly more confident

89%

are of the opinion that the market will bounce back within the 12 month period

Salesforce events

75% of Salesforce professionals surveyed said that a mix of both virtual and in-person events would be their preference post-COVID-19. Virtual Salesforce events have been frequently facilitated by Salesforce themselves and the Salesforce Community leaders throughout the COVID-19 crisis. Will virtual conferences such as Virtual Dreamin become more common once the COVID conditions have passed?



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